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Influence of Content Features in Vertical Video Marketing on Consumer Engagement A Synopsis Submitted to Shri Vaishnav Vidyapeeth Vishwavidyalaya
in Management By Astik Upadhyay
Under the Guidance of Dr. Aditi Naidu Associate Professor Shri Vaishnav School of Management SVVV
Research Centre Shri Vaishnav School of Management SHRI VAISHNAV VIDYAPEETH VISHWAVIDYALAYA Ujjain Road, Indore-453111, M.P. (2018)
SYNOPSIS
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Table of Contents

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Table of Contents

1. Introduction……..01
   1.1 Video Marketing…...…….02
   1.2 Vertical Video Marketing……..02
   1.3 Consumer Engagement……..……03
2. Review of Literature……05
3. Rationale of Study..…….10
4. Objectives of the Study……...11
5. Proposed Research Method…….12
   5.1 The Study …….12
   5.2 The Sample and The Area of Study..……..…….....12
   5.3 Tool for Data Collection..……...……..12
   5.4 Tools for Data Analysis.…...……...……12
   5.5 Proposed Hypotheses…..…...……...12
6. Expected Outcome …….……...….14
7. References……...15
8. Proposed Chapter Outline……...17

Influence of Content Features in Vertical Video Marketing on Consumer Engagement

1. INTRODUCTION

Modern digital communication tactics have made video marketing an essential component, and it has completely changed how business entities interact with their customers and spread their messages. To engage, educate, and entertain consumers in the modern era, video marketing is a dynamic and adaptable strategy that makes use of technology, storytelling, and images. A dynamic and cutting-edge method of digital marketing, vertical video marketing takes advantage of the vertical orientation of mobile device screens. Vertical video marketing takes advantage of users' natural tendency to hold their devices upright in today's mobile-centric world to produce engaging and powerful content.

Vertical video marketing takes advantage of the fact that a substantial amount of content is consumed on smartphones and tablets. Brands can offer a smooth viewing experience by adapting to the way users hold and use their devices organically. Vertical video content is prioritised on social media platforms like Instagram Stories, TikTok, Snapchat, and Facebook Stories. These platforms allow brands to interact with their audience where they already spend a lot of time.

Vertical films take advantage of the entire height of the screen, enabling the creation of more compelling and aesthetically arresting content. This format has a higher chance of grabbing and keeping viewers' interest. The vertical form promotes innovative narrative methods. Brands can experiment with short stories that fit the format while still having the ability to successfully elicit feelings and communicate messages. Swipe-up links, surveys, and other interactive elements can be effortlessly included in vertical video frames. This interactivity enables direct connection and raises viewer engagement.

A flexible and adaptive technique, vertical video marketing takes use of the preferences and actions of today's mobile-savvy consumers. Brands can build memorable, highly shareable experiences that connect with their target audience by embracing the vertical format and adapting content to its specific features.

1.1 Video Marketing

The term "video marketing" refers to the use of video material to inform or market the business and products to audiences. A number of digital platforms and channels, such as a brand's own website, social media marketing, programmatic advertising, and others, allow for the usage of video by brands. Since video has been used to sell items in line with cinema and television, the usage of video as a marketing approach is an indirect outcome of the creation of more digital interaction strategies. The video has been shown to be an engaging technique to grab an audience's attention and convey a message that may elicit an emotional response or motivate the viewer to take action.

More chances for video delivery and consumption across many platforms have also been made possible by smartphone technological improvements and adoption. Other technological improvements have made it simpler to produce more high-quality films, which has led marketers to consider them a popular medium for reaching a broad audience.

Video advertising may elicit strong feelings. An advertisement is more likely to be recalled when it evokes feelings like joy, fear, hope, or rage. Quickly grabbing viewers' attention, video is an extremely shareable resource. A well-produced video may get widespread distribution as a result of its simplicity in drawing viewers' attention and encouraging sharing, potentially causing it to go viral and reach a large audience.

There are many different methods of video marketing. The type of video that will be produced can help determine how or where it will be utilized for promotional purposes before any filming has even started. videos for brands, demonstrations, instructions, live events, sponsored content, etc.

1.2 Vertical Video Marketing

A particular type of presentation that utilizes portrait rather than landscape orientation is a vertical video. Consider that the majority of YouTube videos are edited and recorded in landscape orientation to put this into context. Videos on TikTok and Instagram Stories are both shot in portrait mode. The increasing use of vertical video in social media marketing is a relatively new trend. It has lately gained popularity because of the inclusion of TikTok in apps like Snapchat, Instagram, and Facebook. Vertical video was developed with a 9:16 aspect ratio of vertical proportions of a smartphone screen. This kind of video was created

to make the most of available space on mobile devices and offer a better watching experience. As more and more individuals access social media sites like Instagram, Facebook, and TikTok on their phones, it has grown in popularity. It's crucial to adjust the films to fit the vertical proportions of a smartphone screen to make them successful on these platforms. Due to the sharp rise in mobile content consumption over desktop, vertical videos are quickly displacing horizontal ones as the favoured format on social media.

According to MOVR's Mobile Overview Report, smartphone users hold their handsets vertically about 94% of the time. Additionally, the majority of millennials, according to AdNews, only bother to tilt their smartphones horizontally when watching films on their mobile devices. On Facebook and Instagram, stories are typically watched vertically, and one-third of the most popular Instagram Stories come from businesses. Snapchat found that vertical video advertisements are viewed nine times more frequently than standard horizontal ones.

The distinctive feature of vertical video marketing is its mobile-first structure, which caters to the pervasive usage of smartphones for content consumption. The vertical orientation has come to be associated with compelling storytelling because of the popularity of social media services like Snapchat, TikTok, and Instagram Stories. With no requirement for device rotation and an immersive full-screen visual experience, this format provides a user-friendly viewing experience. Vertical videos are intended to immediately engage and clearly convey concepts since they are created with the shortened attention spans associated with mobile surfing in mind. With the use of interactive components like polls and swipe-up buttons, marketers can increase engagement and encourage action. Vertical videos are a flexible method that may be used to communicate a brand's message on a variety of digital media. Effectiveness in vertical video marketing is influenced by a variety of elements, such as the caliber of the content, audience behaviour, platform dynamics, mobile optimization, engagement techniques, and keeping up with emerging trends.

1.3 Consumer Engagement

Consumer engagement is the degree of a person's interaction, involvement, and connection with a company, a good, a service, or a piece of information. It denotes the degree to which

customers actively engage with, react to, and interact with a company's products or marketing initiatives. This involvement may show up as likes, shares, comments, clicks, purchases, or even an emotional connection. According to **Vivek et.al. (2012)** Customer engagement is the level of a person's involvement and connection with a company's products and activities, which can be started by either the customer or the company. Customer engagement is predicated on the participation and involvement of present or potential customers, with potential outcomes including value, trust, affective commitment, word-of-mouth, loyalty, and brand community involvement. Significant consumer engagement, as it relates to marketing, shows that customers are actively invested in the brand's message rather than just being passive recipients of it. It shows a more intimate connection than simple business dealings and frequently results in brand adherence, support, and ongoing client connections. In order to grow a business, effective customer engagement tactics seek to produce memorable experiences, promote favourable feelings, and promote continued involvement. **De Oliveira Santini et.al.(2020)** stated that Customer engagement is not driven by commitment, but rather by satisfaction, positive emotions, and trust. It has been discovered that customer interaction has significant value for businesses as well, having a direct impact on firm performance, behavioral intention, and word-of-mouth. The basis of vertical video marketing is the production of brief, engaging videos that are optimized for mobile consumption. Because of the popularity of this format on websites like Instagram Stories, TikTok, and Snapchat, it is essential for businesses looking to reach their target market where they are most engaged. The vertical arrangement makes the most of available screen real estate, successfully attracting users' attention and facilitating smooth, instant interaction. Brands use this approach for storytelling, frequently creating stories with strong emotional resonance. Marketers can compel user action and participation with tools like swipe-up links and surveys. Vertical movies' dynamic and immersive character calls for originality in the use of eye-catching graphics and animations. Users' attention is maintained via regular content updates, and effectiveness is measured by metrics like views, shares, and conversions. Therefore Understanding the mobile audience, adjusting content to their tastes, and remaining flexible in reaction to shifting trends are ultimately necessary for effective vertical video marketing.

2. REVIEW OF LITERATURE

Short video market continues to grow and is becoming more and more popular with consumers and advertisers. Short videos typically have a runtime of under five minutes. According to **Xiao et.al. (2019)** the material is sophisticated and rich, suited to the fast-paced lifestyle, and the vertical screen mode is also consistent with mobile users' habits. Short videos are now more interactive and enjoyable thanks to the development of artificial intelligence technology like face recognition. Short video marketing is a result of the short video's quick development. **Doyle (2023)** revealed that due to the capacity to hold mobile viewers' attention, vertical video has emerged as the newest trend in digital marketing. The use of vertical video has grown considerably as more people use their phones to access content. By leveraging the tiny screen space effectively, this form of video enables advertisers to swiftly produce a visually appealing experience for consumers.

Gaustad (2022) studied that videos have advantages including their ability to capture viewers' attention, raise awareness, and effectively condense a lot of information. The most effective way to increase engagement and reach the audience with attention-grabbing content on social media seems to be to mix and integrate message appeals. According to **Movsisyan (2021)**, 90% more vertical videos are watched all the way through than horizontal ones. YouTube is not the best channel for marketing. The problem is that YouTube has been around for 15 years and is very closely related to videos that are horizontally full-screen. Users on this platform get annoyed with vertical videos. **RYAN (2017)** showed in a study that Users create a vertical video because it makes sense technologically, changing the aesthetic of the moving image. They do not create vertical video because they are unaware of traditional video orientation or because they are too lazy to rotate their phone 90 degrees into a 'proper' video orientation.

Mulier et.al.(2021) examined the efficacy of mobile vertical video marketing in two experimental tests and a sizable field investigation. The study demonstrated that viewing mobile vertical video commercials requires less effort than viewing horizontal video advertisements, which increases consumer interest, engagement, and processing fluency. The study shows that age has a moderating impact on mobile users. **Dong et.al. (2023)** showed how viewer engagement was strongly impacted by the short video's content

features. The relationship between consumer interaction and the emotional impact of short videos was greatly modulated by the timing of their distribution. Compared to content issued in the afternoon, content delivered in the morning had a stronger positive impact on customer engagement from warmth, enthusiasm, and joy. **Unnava & Aravindakshan (2021)** found that there are a variety of social media channels, including Facebook, Twitter, Instagram, and YouTube, where brands distribute their advertising. Because consumers utilize several social media platforms, brand communications on one could result in interaction on that platform alone (direct effects), as well as perhaps having an impact on brand engagement on other platforms (spillover effects).

An increasingly popular type of video that is typically seen while moving is short video. The short video's duration is not clearly stated. Videos between five seconds and five minutes can generally be categorized as short videos **(Xiao et.al., 2019)**. Accordig to **Heyder (2021)** viral video advertisements sometimes fall under the action or product demo genre, include humor and sports references, and have a generally unmoving emotional tone. The video advertisements are typically 26 seconds long, feature a public figure, a language feature, and background music from the TikTok music library.

Gaustad (2022) demonstrated that the authenticity, narrative, using real people as your brand faces, and using vibrant animations are all essential for social media success. Instead of being attributed to a single marketing communication effort, positive attitudes tend to be best achieved through a combination of marketing actions. **Dong et.al. (2023)** found that the social media is impacted by the qualities of short branded films and the time of day they are released. Weibo data was used to validate the research model and hypotheses after splitting the qualities of short branded video content into four categories: content matching, information relevance, storytelling, and emotionality. The findings indicate a strong positive association between customer engagement and the chosen qualities of short branded video content. The relationship between the warm, exciting, and joyful feelings in the short videos and viewer engagement was positively controlled by the time of day the videos were released.

Jennings (2022) studied at the moment, even major corporations and governments are using the platform TikTok.It becomes clear that TikTok has distinctive features that can

help small businesses grow unlike any other social media platform before. The app's algorithm is the primary factor affecting how social media functions. TikTok allows small businesses to reach a wider audience than just those who follow them. If they create the correct content, it can reach a lot of users who might eventually turn into brand customers. Influencers' involvement in short-form video marketing clearly has a beneficial impact on consumers' intentions to make purchases**. Xiao et.al. (2019)** found the technique for distributing short videos allows the general audience to essentially just interact with the content they are interested in. They have a close bond, and as a result, people will start to trust specific types of influencers more and more. After followers have gathered, influencers frequently use a variety of techniques to present things via video, helping viewers to appreciate them and increase their desire to make a buy. On the other hand, individuals can efficiently get various types of information thanks to the high-frequency push notification service of short videos.

Canella (2017) studied how vertical video's authenticity combined with TV as a visual medium demands video pros use vertical content despite its aesthetically pleasing appearance, and how the local TV news industry does not support integrating mobile and online applications of vertical video. These interconnected themes imply that video professionals will continue to distinguish a habit through specialized language about their craft as social and economic pressures like viewer video and staffing continue to put pressure on journalistic practices.

According to **Souki et.al. (2021)** the likelihood of sharing commercial videos online was positively influenced by both the entertainment value and the social value. Moreover, the tendency to distribute videos favourably influenced brand attachment and brand equity. Finally, brand equity benefited from brand attachment. The findings showed that consumers' propensity to share commercial videos online was positively, directly, and statistically significantly impacted by both the entertainment value and the social value. The one that made the most difference among them was the entertainment value. It implies that users frequently share amusing videos on social media with their contacts.

Sharma (2023) found that the users who were used to watching films in the 16:9 aspect ratio (landscape) dominated the internet. However, the development of this format was

highlighted by the rise of social media, which exposed consumers to the vertical video format. The social media and digital marketing worlds are being taken over by vertical videos. The use of YouTube Shorts is also expanding quickly. To boost engagement on Instagram Reels, the platform is even updating the algorithm that determines how content is ranked to match TikTok's **(Doyle, 2023)**. According to **Saber (2022)**, mobile users accounted for 57% of all worldwide video plays. However, this is not the only benefit of vertical content for mobile consumers. The immersiveness of vertical videos is well known. Instagram Reels or TikTok platforms are already built and geared to keep interested, vertical films have a unique quality that makes them more immersive than horizontal videos, especially for younger audiences.

Movsisyan (2021) found that the Mobile devices are used to shoot 57% of user-generated videos vertically. Less than 30% of smartphone users will tilt their devices sideways to view an advertisement, and those who do on average only watch 14% of the video. According to **Doyle (2023)**, vertical videos are significantly simpler to produce than horizontal videos because they require fewer resources and less time for editing. They are therefore ideal for companies with little prior experience in producing video content. Mobile devices perform best in the vertical orientation because there is no need for the user to rotate their phone or increase the video window's size.

Gaustad (2022) revealed Consumers and customers are more likely to engage with and become captivated by content marketing when they grow weary of traditional marketing tactics that consist of constant push methods. The informants appeared to concur with this assertion and included content marketing in their communication plan. Today, brands almost exclusively use the vertical video format for content on LinkedIn and online series entertainment. Vertical material is being filmed almost constantly now that smartphones are more widely used, changing how news is produced and consumed about global events **(Sharma, 2023)**.

According to **Jennings (2022)**, TikTok offers a unique venue for small businesses to interact with their consumers in ways that aren't available on other social media platforms. This platform encourages a closer relationship with the audience that can result in more trust and loyalty toward the company and has allowed business owners to design and

implement creative identities and tactics to interact and connect more with the people. **Sharma (2023)** found that there are various platforms, like Instagram and Snapchat, have adopted and favoured vertical content styles. Shortly after its competitors, Facebook jumped on board and introduced the Stories feature on its site in late 2016. In addition to IGTV and reels on Instagram, YouTube now supports full-screen vertical video playback.

Munaro et.al. (2021) demonstrated that the overuse of verbs, which denotes more actions and temporal events as well as more informative content, is seen negatively by viewers, who therefore want further message elaboration. Verbs can also help the speaker detach himself from the actions and occurrences they are describing, as function words and a subjective writing style are good indicators of the general ways people connect to others. **Souki et.al. (2021)** showed that consumers' propensity to share commercial videos online was positively, directly, and statistically significantly impacted by both the entertainment value and the social value. The one that made the most difference among them was the entertainment value. It implies that users frequently share amusing videos on social media with their contacts.

3. RATIONALE OF STUDY

Consumer content consumption habits have changed as a result of the rise of vertical video and the increasing number of mobile devices. Vertical video marketing has made content consumption more accessible and engaging to consumers, which can bring loyalty and emotional connection with the brand/product or individual, and also it has an impact on overall sales. Although content makers are moving toward vertical video format. Videos have advantages including their ability to capture viewers' attention, raise awareness, and effectively condense a lot of information. The most effective way to increase engagement and reach the audience with attention-grabbing content on social media seems to be to mix and integrate message appeals **(Guastad, 2022).** There are many studies done on vertical video marketing for some specific mobile applications such as TikTok and Instagram. Previous studies have also uncovered the content features of videos that affect consumer engagement such as video duration, video form, music etc. However, after the review of papers and studies that have been done in this area, there is a large scope of study on vertical video marketing as this technique is growing day by day for content delivery. This study aims to understand how particular elements, such as visual composition, narrative elements, text overlays, interactive components, and emotional appeals, contribute to improving viewer engagement. This study will explore the complex link between particular content components and user engagement. Marketers can create more compelling and effective vertical video ads by figuring out which elements make the content more engaging for audiences. This will improve brand-consumer interactions, boost message memory, and eventually result in greater conversion rates. This research will also aid in the creation of best practices for producing content-rich vertical video marketing campaigns that take into account the preferences and behaviours of consumers since the world of digital marketing is always changing.

4. OBJECTIVES OF THE STUDY

1. To assess the impact of content features on consumer engagement.
2. To Identify content features of vertical video marketing that influence consumer engagement.
3. To explore the dimensions of content features of vertical video marketing.
4. To analyze the effect of consumer demographics in context to the perceived impact of content features of vertical video marketing on consumer engagement.
5. To open new vistas of research.

5. PROPOSED RESEARCH METHOD

The methodology of the proposed research has been subdivided into the sections mentioned below.

5.1 The Study: The study will be descriptive in nature that will examine the Influence of Content Features in Vertical Video Marketing on Consumer Engagement.

5.2 Sample and Area of the Study: For the study a sample of 400 respondents will be taken that will comprise consumers that belong to different demographics. The data will be collected from various cities of India.

5.3 Tool for Data Collection: For the study, primary data will be collected with the help of a self-designed questionnaire/standard scale that will highlight the Influence of Content Features in Vertical Video Marketing on Consumer Engagement.

5.4 Tool for Data Analysis: Appropriate statistical tools will be used in line with the objectives of the study that may include factor analysis, ANOVA, z-test, t-test etc., depending on the developed tool for data collection as well as the type of data that will be collected during the study.

5.5 Proposed Hypotheses

In line with the objectives of the study, the following hypotheses are being formulated:

H_{01}: There is no significant difference in the influence of content features in vertical video marketing on consumer engagement.

$H_{01.1}$: There is no significant effect of video orientation in context to the influence of content features in vertical video marketing on consumer engagement.

$H_{01.2}$: There is no significant effect of video duration in context to the influence of content features in vertical video marketing on consumer engagement.

$H_{01.3}$: There is no significant effect of visuals in context to the influence of content features in vertical video marketing on consumer engagement.

$H_{01.4}$:: There is no significant effect of sound/music in context to the influence of content features in vertical video marketing on consumer engagement.

H_{02}: There is no significant effect of consumer demographics in the context influence of content features in vertical video marketing on consumer engagement.

$H_{02.1}$: There is no significant effect of age in context to influence content features in vertical video marketing on consumer engagement.

$H_{02.2}$: There is no significant effect of gender in context to the influence of content features in vertical video marketing on consumer engagement.

$H_{02.3}$: There is no significant effect of education in context to the influence of content features in vertical video marketing on consumer engagement.

$H_{02.4}$: There is no significant effect of occupation in context to the influence of content features in vertical video marketing on consumer engagement.

6. EXPECTED OUTCOME

Digital marketing, which includes video marketing, is a very dynamic industry that experiences frequent changes. Today the major part of media is switched to videos. The popularity of mobile devices and apps like Instagram Stories, WhatsApp Stories, YouTube Shorts and Snapchat are major trends in vertical video marketing at the time. Vertical videos are more effective on mobile devices and draw in viewers who are browsing through their feeds. This came as a very effective technique for marketing purpose and there are many dimensions of content features which affects the viewer's perception and their interest. Vertical video marketing will probably continue to change as technology develops and consumer preferences change. This study will add a new level of complexity to the analysis and understanding of how content features in vertical video marketing affect consumer engagement. The study will provide a clearer way for content providers, who can be businesses, brands, online marketers, advertising agencies, or individuals, to successfully capture their market effectively. With the growing digital habits, it will provide an easy and cost-effective process to connect with the audience and for mass communication.

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8. PROPOSED CHAPTER OUTLINE

The research work will be presented in the conventional form as laid down by the university with separate pages for the following - cover sheet, title, acknowledgements, abstract, contents, list of tables and figures.

Chapter 1: The first chapter of the research shall be introductory in nature which will introduce the areas under research, and the reasons for choosing the particular area of research.

Chapter 2: The second chapter will be based on a detailed review of literature relating to the Influence of Content Features in Vertical Video Marketing on Consumer Engagement.

Chapter 3: The third chapter will highlight the proposed methodology which will cover the area of study research design, sample, tool for data collection and tool for data analysis.

Chapter 4: The fourth chapter will cover results relating to the data analysis and discussion in light of the findings of other researchers in the related area.

Chapter 5: The fifth chapter will conclude the study as per the objective of the study, Besides this, it will provide recommendations/suggestions along with the implementation of the study.

Chapter 6: Detailed bibliography, references, and annexure will form the last chapter of the research.